

COMMERCIAL MOTOR VEHICLE DRIVER DISTRACTION RESEARCH AND SOLUTIONS PROJECT FY2020 REQUEST FOR PROPOSAL

PROJECT REQUEST

The Michigan Office of Highway Safety Planning (OHSP) and the Michigan Truck Safety Commission (MTSC) are soliciting proposals for Fiscal Year 2020 to conduct research to identify potential solutions for addressing driver distraction involving commercial motor vehicles (CMVs). This proposal is open only to accredited universities and non-profit research organizations.

A division of the Michigan State Police (MSP), the OHSP is the state agency charged with implementing behavioral safety programs to prevent motor vehicle-related deaths and injuries involving all road users. The MTSC addresses commercial motor vehicle safety through the provision of education and training programs and research and enforcement grants that are funded by the state restricted-Michigan Truck Safety Fund (MTSC Public Act 348 of 1988). The OHSP is mandated under PA 348 of 1988 to administer grants for the MTSC.

Addressing drivers' distractions involving CMVs is one of seven emphasis areas in MTSC's 2016-2019 Truck Safety Strategic Plan. Securing the services of an outside researcher will ensure an independent examination of this problem and the submission of a comprehensive report that identifies proven, practical, and innovative solutions that can be implemented by Michigan CMV stakeholders.

BACKGROUND

Distraction as a contributing factor in traffic crashes is believed to be greatly under reported. Either the officer responding to the scene must have observed the behavior or been advised by the driver that s/he was distracted at the time of the crash. To help address this problem, the Michigan traffic crash reporting form (UD-10) was updated in 2016 to capture data on driver distraction caused by the use of cell phones and other electronic devices as well as other forms of distraction such as passengers and activities happening inside and outside the vehicle. The officer may also note distraction-related information in the narrative portion of the UD-10.

According to the MSP Criminal Justice Information Center (CJIC), which administers the state's Traffic Crash Reporting System (the repository for all paper and electronic crash reports), there were 18,927 distraction-involved crashes in 2018, resulting in 77 fatalities and more than 5,000 injuries. Nearly a quarter of those crashes involved a truck. While cellphone or other electronic device use was a factor in approximately 25 percent of all distraction-related crashes, other forms of distraction were nearly three times more likely to be checked on the crash reporting form. The CJIC does not segment the form of distraction by vehicle type; however, it is likely that cell phones and other electronic devices accounted for a smaller proportion of the distraction-related crashes than other forms of distraction. For example, the Federal Motor Carrier Safety Administration (FMCSA) reported that in 2016 cell phone use was a factor in 16 percent of all distracted-related fatal crashes involving large trucks.

For purposes of this project, the research should focus on driver distraction as a factor in CMV-involved crashes in Michigan, where there was at least one distracted driver: either the CMV operator or the operator of the other vehicle(s) or both. Why is this important? FMCSA data indicate that 80 percent of those who were killed in CMV-related crashes in 2017 were not the truck drivers, but the drivers or occupants of the other vehicles. Ensuring that CMV operators as well as those with whom they are sharing the road understand the risks associated with distracted driving is vital. Truck crashes are more likely to result in fatalities than those involving only passenger vehicles, reaffirming the need to identify solutions that consider all vehicle operators. In addition, research conducted by the University of Michigan Transportation Research Institute, the AAA Foundation for Traffic Safety, and National Highway Traffic Safety Administration concluded that in car-truck crashes, the car driver was more likely to be at-fault than the truck driver.

The research should identify potential solutions (interventions) for addressing distraction caused by a variety of factors and not focus solely on cell phones and electronic devices. Educational and policy-oriented approaches directed to motor carriers (such as FMCSA's Compliance, Safety and Accountability Program) should also be considered as these employers have a vested interest in ensuring their vehicles are operated safely and in compliance with state and federal motor vehicle laws.

PROJECT GOAL

The goal of the project is to advance what is known about the role of distraction in CMV-involved crashes in Michigan and identify interventions to reduce the incidence and consequences of distraction involving truck and car drivers, who share the responsibility for the safe operating their motor vehicles. The final report is due September 30, 2020.

REQUIREMENTS

Bidders MUST email to the OHSP a detailed proposal that MUST include the following documents

- Research methodology
- Timeline or action plan
- A list of proposed staff, with one-page resumes for the principle researcher(s) and project team members
- Two examples, no more than five years old, detailing similar projects completed by the bidder
- A letter agreeing to comply with the OHSP grant management requirements (See Attachment C)
- A detailed budget that includes:
 - salaries, wages, and fringe benefits (number of hours and hourly wages for each person that will work on the project)
 - graduate tuition, if a university
 - contractual services
 - travel
 - supplies/operating
 - equipment
 - indirect costs, if applicable
 - total proposed project cost

The indirect cost rate cannot be more than 20 percent.

The final report MUST include, at a minimum, the following sections:

- ✓ Technical Report Page
- ✓ Table of Contents
- ✓ Executive Summary
- ✓ Tables and Graphs
- ✓ Methodology
- ✓ Evaluation
- ✓ Conclusions and Recommendations

The report MUST be formatted in adherence to *The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting*. In addition, the report MUST be prepared using MS Word 2010, in Arial 10 font, and thoroughly proofread.

EVALUATION PROCESS. The OHSP will evaluate each proposal based on the following factors:

| | Technical Evaluation Criteria | Weight |
|----|-------------------------------|--------|
| 1. | Survey methodology | 25 |
| 2. | Timeline and action plan | 25 |
| 3. | Personnel, staffing | 25 |
| 4. | Prior experience | 25 |
| | | |
| | Total | 100 |

Proposals receiving 80 or more technical evaluation points will be evaluated for pricing and considered for award.

ADDITIONAL SPECIFICATIONS

Following the selection process, a formal grant application must be completed using the OHSP's web-based grant application. OHSP grants are administered on a reimbursement basis. Grant-related costs incurred are first paid by the grantee, then reimbursed by the OHSP. Monthly financial reports and quarterly progress reports are required, even for months and/or quarters with no activity.

Funding for this project is contingent upon the availability of funds through the state-restricted Michigan Truck Safety Fund. Changes in funding may lead to changes in OHSP programs, requiring reasonable accommodations from grantees to keep existing projects consistent with organizational goals. The grantee will receive immediate notice of proposed changes and has the right to refuse project expansions beyond their capabilities, in which case supplemental assistance may be sought.

One interim, informal in-person briefing on the proposed methodology should be conducted for the MTSC so that feedback may be provided before the actual research begins. A final oral briefing should be conducted for the members of the MTSC at a regularly scheduled meeting.

Innovative methods for identifying other distraction factors could include using text-mining tools to review the crash report narratives. Other factors with driver distraction should include, but not be limited to, age, gender, time of day, type of vehicle, crash type, crash environment, etc.

The OHSP will review the draft report and provide comments and recommendations to the grantee no later than August 14, 2020. The final report is due on September 30, 2020.

DUE DATE

All proposals for this project **MUST** be received at the OHSP by November 1, 2019. Proposals **MUST** be submitted electronically in Adobe Acrobat or Microsoft Word and e-mailed to Charlotte Kilvington, OHSP, at KilvingtonC@michigan.gov.

CONTACT INFORMATION

Questions about this grant opportunity **MUST** be emailed to KilvingtonC@michigan.gov no later than October 18, 2019.